

Grow your career.  
Level up for the future.

# Improving Presentation Effectiveness

What you must know to make all your presentations powerful, compelling and persuasive in a virtual and in-person business world.



**Schulich**  
School of Business  
Executive Education

**YORK U**



## Improving Presentation Effectiveness

Business people often say the presentation of any report or concept is as important as the content, in some cases even more important. This program will closely examine the “ingredients” of a successful presentation and offer practical insights on how to improve your personal skills. It is not theoretical - it is a hands-on learning experience designed to provide actual practice and rehearsal in using the new tools in group presentation situations. Participants will learn both how to create presentations that get rave reviews, and how to get their recommendations approved and vigorously supported.

**Grow your career.**  
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2-day program



Book this program [online](#)

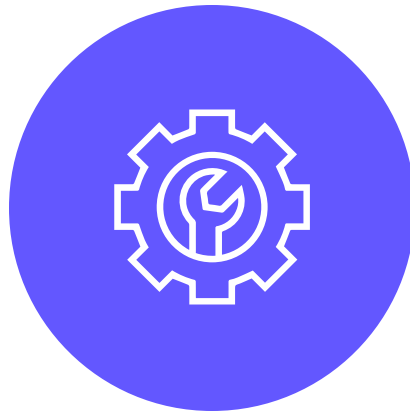


# Program Highlight



## 2 Days of Study

Rich learnings in just 2 days of study



## Practical Use

Receive personal coaching tools



## Interactive

Hands-on and participatory

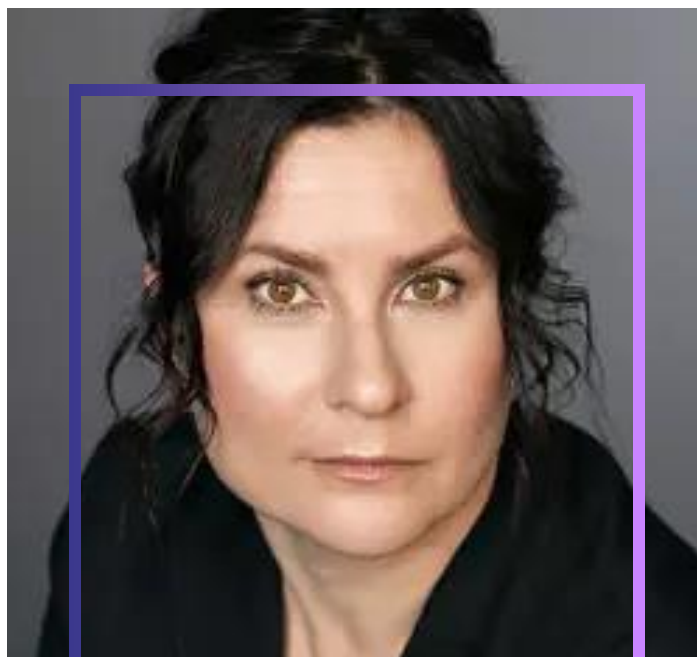


## Flexible Schedule

Modules available as standalone options



# Program Faculty



**Diana Kawarsky**

MA, CCP

Diana Kawarsky has been on the Faculty at the Schulich ExecEd at York University since 2006 and is among the top 3% of teaching faculty student rankings. Her experience has breadth from working with a variety of professionals – from new hires to seasoned executives, totaling more than 20,000 learners to date.

Diana is a Certified Coaching Professional (CCP) working one-on-one, in-person and remotely, building individual success skills. She also holds an MA in Interdisciplinary Studies. She is the author of two well-reviewed books: *Skills Volume 1*, and *The Soft Cs*.

In 2021 Diana attained the rank of #26 in Global Gurus' "Top 30" in the Communication category. Top 30 Gurus, in their respective categories are the "Cream of the Crop", the World's Top 30 most influential Professionals Speakers, Trainers and/or Consultants in their areas.



**The program provided relevant, key concepts & techniques that I can use in my role. Informative take away & learning.**

**Laura De Filippis**

VP, HR People & Culture, Glen Dimplex Americas



**A wonderful, helpful 2 days that breakdown our presentation skills to help with tactics, fear busters, ideas and an overall “clean up” of our current presentations.**

**Jane Flemming**

Business Development/Marketing Communications Manager, Brady Canada



**This program provided so many valuable tools that I can easily apply to several situations in my profession. Whether it be how I present myself sitting in a meeting or executing a presentation to a room of 50 people. It brings awareness to ourselves and the small details that can have an incredible difference.**

**R. Van Lare**

Marketing Coordinator, Napoleon



# Program Content



## Setting Audience Expectations

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Why fear of presenting is not your biggest challenge!

## Delivering Remote Presentations

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How to use multiple technologies/platforms to engage geographically dispersed teams: Zoom, Adobe Connect, MS Teams, Webex, etc.

## Achieving Your Desired Outcome

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How your virtual choices & your audience impacts presentation success

## Delivering Persuasive Presentations

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Speak persuasively about anything; authority, “intention” and control; rivet your audience’s attention

## Curiosity: The Secret Weapon of Persuasion

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How to overcome resistance; how to deal with challenging and difficult questions; satisfy audience needs and get a positive response

## From Verbal Impact to Visual Impact

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Tips and guidelines for on-screen effectiveness; success factors for PowerPoint

# Program Content



## Presenting to a Variety of Audiences

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What to do online to make your purpose known and actionable offline

## Putting Your New Skills into Action

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Managing presentation stress; practice strategies for audience interaction; how to use stories, humour, facts and examples for impact

## Meeting Management Overview

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Ensuring your presentation is located in the best meeting possible through applying meeting best practices and strategies

# Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

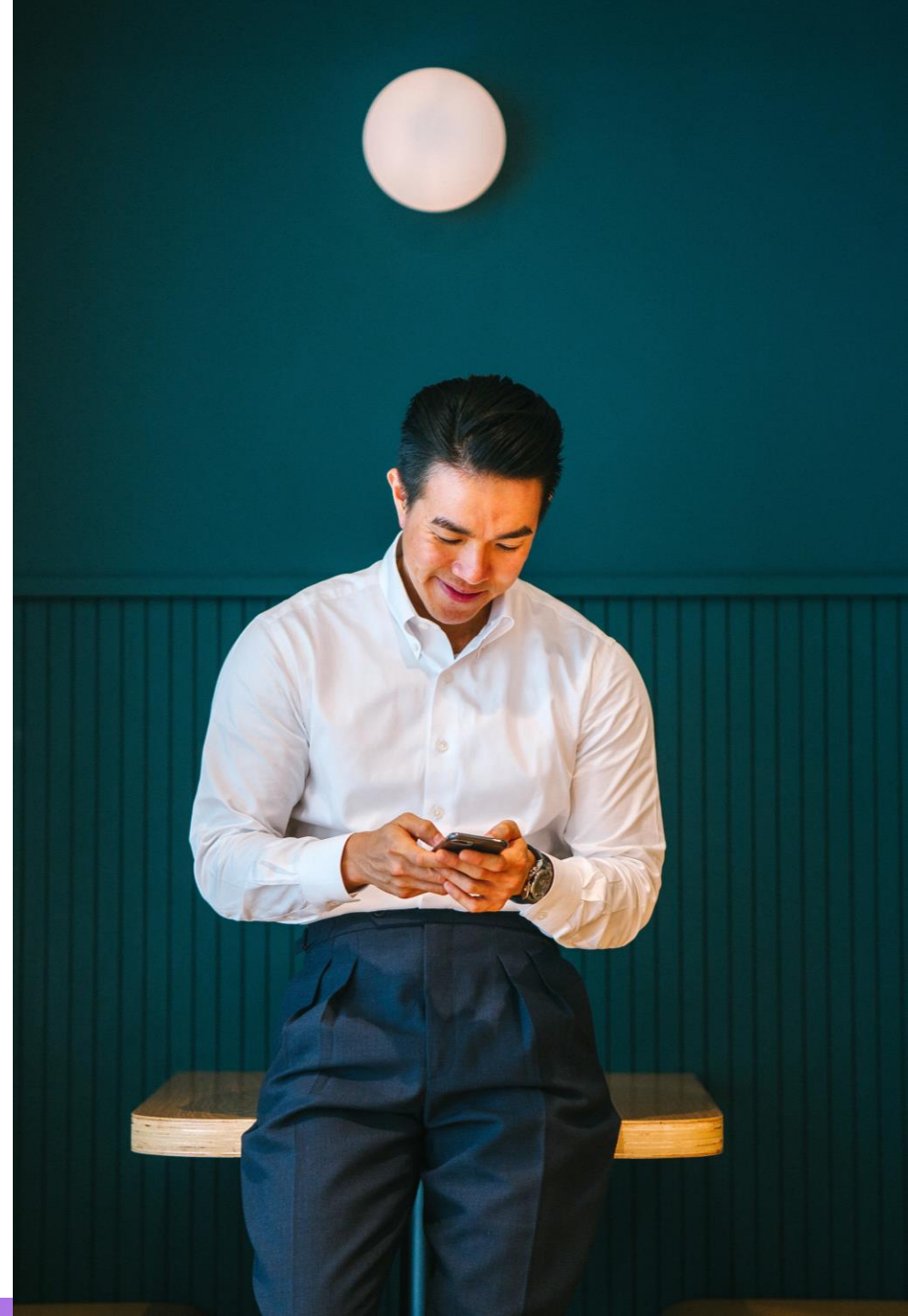
We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.





# About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short programs that build an individual business' skill and have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





## Schulich ExecEd, Schulich School of Business at York University

500-222 Bay Street. Toronto, Ontario M5K 1K2

1 800.667.9380

[execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)

[execed.schulich.yorku.ca](http://execed.schulich.yorku.ca)



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